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Inside Information

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NEW USDA NEWS CHIEF NAMED

Jim Lafferty has been named chief of the News Division in USDA's Office of Information.

Lafferty came to USDA from the U.S. Senate, where he had served as press secretary for the Joint Economic Committee and for Sen. Roger Jepsen of Iowa.

He has worked in media relations for two public relations firms located in Washington, D.C., and New York, N.Y. He has written for both the Associated Press and the Norristown, Pa., TIMES-HERALD, where he received several awards for his reporting.

John McClung, director of USDA's Office of Information, said Lafferty has strong journalism experience and skills and is "an excellent professional" to assume the duties as USDA news chief.

UNIV. OF IDAHO NEEDS RADIO SPECIALIST

The University of Idaho's College of Agriculture will need a qualified radio specialist to help start a radio programming service.

The person will be responsible for developing, conducting, promoting and evaluating radio programs for the College of Agriculture. This will include a tape network and a call-in radio news service.

A Bachelor's degree in field of communications and technical skills in use of radio and recording equipment is required. At least 2 years of broadcast experience is preferred.

Send complete resume, academic transcripts, 3 references and radio sample tape to Larry Branen, Associate Dean, College of Agriculture, University of Idaho, Moscow, ID 83843. Closing date is July 1.

INFORMATION POSITION OPEN IN FSIS

USDA's Food Safety & Inspection Service has announced an opening for a public affairs specialist, GS-1035-9, 11 or 12.

The incumbent will help with planning, developing and coordinating a broad and comprehensive program to promote public understanding and acceptance of FSIS programs.

For more information contact Cindy Owensby, Personnel Office, FSIS, Room 3161-S, USDA, or call (202) 447-6617. Deadline for applications is July 9.

USDA BROADCASTING COVERAGE WIDESPREAD

On-the-ground coverage by members of the Radio & Television Division in USDA's Office of Information extended from east to west recently.

Radio specialist Brenda Curtis-Heiken was present at Syracuse, N.Y., to cover Secretary of Agriculture John R. Block's latest "listening session." After the listening session, she spent a day at Cornell University interviewing agricultural scientists and Extension Service specialists for material to use in USDA's taped radio feature services.

Meanwhile, television specialist Don Elder spent a week in Washington state with a videotaping crew, getting on-site footage of the recovery from Mount St. Helens' aftermath for use in future USDA television program, "A Better Way...."

About half way in between, Radio & Television Division chief Jim Johnson was attending the annual summer meeting of the National Association of Farm Broadcasters at Omaha, Nebr. Johnson reviewed plans with NAFB members for expanding use of satellites in delivering TV and radio programs to user stations. Most like the idea.

MOUNT ST. HELENS 'SHOT' BY USDA CREW

A USDA video crew completed shooting footage of the area around Mount St. Helens area for use in an upcoming television documentary on the recovery from the aftermath of the volcanic eruption.

Ron Hamilton, from the Office of Information's Video & Film Division, served as videographer, and Alan Botto, also from the same unit served as recordist.

Don Elder, with the Office of Information's Radio & Television Division and host of USDA's "A Better Way..." television program, was the director.

Wally Shiverdecker, Forest Service regional information officer at Portland, Ore., served as technical adviser.

CHANGES AT ARKANSAS AND KENTUCKY

Doug Darden, head of Extension Service information at the University of Arkansas, Little Rock, will be moving to the University of Kentucky as assistant director for communications effective July 1.

The University of Arkansas has announced the vacancy and is accepting applications. Deadline is July 10 or until a candidate has been selected.

Send applications and background to Dr. W. J. Moline, Director, Arkansas Cooperative Extension Service, P.O. Box 391, Little Rock, AR 72203. His telephone is (501) 373-2575.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments and inquiries should be addressed to either Stan Prochaska or Nancy Bevis, Office of Information, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250, or to AGR002 mailbox on the Dialcom system, or call (202) 447-7454.